



CITY OF NEWPORT BEACH

FINANCE DEPARTMENT PURCHASING DIVISION

March 9, 2012

Re: City of Newport Beach Request for Proposal (RFP) No. 12-19

Firms Submitting Proposals:

Babe's Café
The Porthole (Port Restaurant)
Rooster Café
Zack's Beach Concessions and Catering

Dear Proposer:

Thank you for your participation in the City's RFP No. 12-19 for the Corona del Mar Concession Operations project. As you are well aware, the selection process for this project has been comprehensive. The evaluation panel for this RFP convened in January to evaluate all proposals submitted to the City. As opposed to a standard Bid, the City evaluated the proposals using a multitude of factors aside from, but including, pricing. The factors utilized to evaluate the proposals are as follows:

- Operational Experience of the Proposing Firm;
- Qualifications of the Proposing Firm;
- Analysis of Submitted Financial Statements;
- Feasibility of Proposed Project Budget;
- Proposed Menu Offerings and Business Model;
- The Overall Responsiveness of the Proposal; and
- Proposed Project Lease and Financial Terms.

The evaluation process for this project entailed many steps. In the first step, each of the aforementioned technical factors was assigned a weight and all proposals were scored against those established criteria. All responsive firms were then invited to participate in an interview with the evaluation panel. City staff also conducted some unannounced on-site visits to respondents' current operations to see these concessions operations in a "live" setting. Following these processes, the evaluation panel ranked **Rooster Cafe** as the highest-qualified Proposer. As such, any subsequent negotiations and contracting procedures will be carried out between the City and Rooster Café.

I would like to thank you for all the time you contributed during this RFP process. If your firm was not selected during this RFP process I kindly ask that you ensure that your firm is registered on the City's Online Vendor Database. This will enable the City to contact your firm in the event there are future Bids or RFPs of a similar nature. The website for this database is as follows:

<https://www5.newportbeachca.gov/osupplier/>

With Regards,

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